



Agenda Abstract

BOARD OF COMMISSIONERS

Meeting Date: June 8, 2026
Department: Planning & Economic Development
Agenda Section: Consent
Public hearing: Yes
Date of public hearing: May 20, 2026

PRESENTER/INFORMATION CONTACT

Planning and Economic Development Manager Shannan Campbell

ITEM TO BE CONSIDERED

Subject: Tourism Development Authority Fiscal Year 2027 Budget

Attachments:

FY27 Tourism Development Authority Budget Ordinance

Summary:

Under NC SESSION LAW 2011-69 SENATE BILL 269 passed in 2011, the Town of Hillsborough was authorized to levy a 3% occupancy tax on lodging that is legally required to be remitted to the Hillsborough Tourism Development Authority for the specific purpose of promoting travel, tourism, and overnight lodging stays in Hillsborough. The Tourism Development Authority's FY27 budget hopes to achieve those goals by supporting a variety of special projects, programs, marketing campaigns, and events designed to bring visitors to town and utilize local lodging.

Highlights include:

Solstice Lantern Walk Support in the amount of \$20,000; Handmade Parade Sponsorship \$10,000; Outlandish Event Shuttle Sponsorship \$5,000; Continued investment in holiday décor in town \$10,000; Uproar Arts Festival Sponsorship \$10,000; and a joint project to update the VistHillsboroughNC.com website in partnership with the Tourism Board.

Financial impacts:

None. Occupancy tax, not ad valorem property tax, funds the activities of this board.

Staff recommendation and comments:

Staff recommends approval of the proposed budget. The Tourism Development Authority provided thoughtful review and consideration in creating the budget, heard from tourism community partners and non-profits about their tourism needs, and a public hearing was posted/noticed as legally required to obtain any relevant feedback in for budget development.

Action requested:

Approve the proposed FY27 Tourism Development Authority Budget Ordinance.